

VALLE DE ORO COMMUNITY PLANNING GROUP

P. O. BOX 936

LA MESA, CA 91944-0936

Minutes of the Meeting: November 1, 2011

Location: Otay Water District Headquarters
2554 Sweetwater Springs Blvd.

1. CALL TO ORDER: 7:04pm J.L. Phillips, presiding chair
Members Present: Brownlee, Fitchett, Hyatt, Mitrovich, Myers, Phillips, Reith, Henderson, Tierney

Not Present: Manning, Forthun, Feathers, Wollitz, Millar, Schuppert

2. FINALIZE AGENDA: No changes

3. OPEN FORUM: No discussion or comment.

4. APPROVAL OF MINUTES: Oct. 18, 2011 passed 7-0, 2 abstained

5. UNFINISHED BUSINESS

a. Selection of new member to fill seat #3 vacancy (Mr. Randall S. Millar resigned.)

Mr. Phillips distributed ballots. The applicant, Mr. Larry Nichols, addressed the group. Mr. Phillips put forth the motion that the committee would vote "Yes" or "No" to the question "Shall we select Mr. Larry Nichols to fill the vacancy in seat #3?" The vote was unanimous, (9-0) in favor of Mr. Nichols selection to fill the vacancy.

6. LAND USE

a. W11-006: Waiver of site plan requirements at Applebee's Restaurant (2508 Jamacha Rd., Rancho San Diego) to allow new signage and replacement of existing awnings with new lighted, slab-sided structures imprinted with large, red apple logo images.

[Tierney, Fitchett]

[DPLU: Johnson 858-694-3429]

Mr. Dan Hennessy, SOCAL Area Director of Apple American Group LLC presented the changes proposed for the RSD Applebee's Restaurant. Committee members asked questions about the proposed awnings (logos, lighting, colors), the exterior paint color and discussed the RSD Commercial Area Design Guidelines. This culminated in the Sub-Committee's Motion:

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The proposed new signage and relocation of the signage from Jamacha to the shopping center location would be acceptable. However, we recommend denial of the request for waiver of site plan review. The proposed modernistic appearing pseudo awnings are totally out of character with the historic California ranch theme of the shopping center. The size, material, and color and the proposed method of lighting the pseudo awnings violates the RSD Commercial Center Design Guidelines and approval of this awning and lighting concept design would establish an unwanted precedent in all RSD commercial areas.

Ms. Tierney seconded the motion. Vote was 5-3, 1 abstained.

Mr. Phillips requested the committee discuss it further to see if consensus could be achieved. After further consideration, especially concerning the proposed awnings, Ms. Brownlee submitted the following motion:

MOTION:

The proposed new signage and relocation of the signage from Jamacha to the shopping center location would be acceptable. However, we recommend denial of the request for waiver of site plan review because the color of the pseudo awnings and the inclusion of the logo on the pseudo awning violates the RSD Commercial Design Guidelines by in effect creating additional signage. The approval of this awning would establish an unwanted precedent in all RSD commercial areas.

Mr. Mitrovich seconded the motion. Vote was 9-0 to approve the motion.

7. NEW BUSINESS

8. CHAIRMAN'S REPORT – Reports, Announcements, Expenses, Appeals

Mr. Phillips distributed to each committee member an updated Committee membership list as well as, the latest Valle De Oro Community Plan and Map

9. ADJOURNMENT